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Fiserv Introduces LoanLaunch To Help Lenders Originate and Close More Loans More Efficiently

- Formerly known as Common Origination Platform
- Enterprise level loan origination system designed to manage the complexity of today's lending environment
- Allows lenders to respond to continually changing business needs and easily "launch" new opportunities within the organization to address increasingly diverse borrower segmentation

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announces the availability of LoanLaunch™, formerly known as Common Origination Platform™.

LoanLaunch from Fiserv provides the framework for enterprise loan originations on a single platform. The solution supports consumer, business, mortgage and equity loans, giving lenders a holistic view of borrowers across all channels and products. This exclusive capability enables greater transparency across departments, customers and business processes and allows lenders to originate and close more loans with fewer resources.

"LoanLaunch reflects our deep commitment to technology to address the credit needs of today's borrowers, as well as our vision of delivering the next-generation lending experience," said Kevin Collins, president, Lending Solutions, Fiserv. "LoanLaunch is a powerful solution that offers financial institutions greater control over their lending decisions, more flexibility to address product, policy and regulatory changes, and support that meets changing consumer expectations of customer service."

As the new name suggests, the solution allows lenders to respond to continually changing business needs and easily "launch" new opportunities within the organization to address increasingly diverse borrower segmentation. With LoanLaunch, the power is in the hands of the lender through its optimized control over virtually all retail and business origination operations.

"As the complexities of lending evolve, LoanLaunch will give financial institutions the breadth and depth they need to respond to the needs of their customers, backed by Fiserv associates who are passionate about providing value to our clients' businesses," said Collins. "Fiserv continues to invest in a development strategy that focuses on supporting every step in the lending process. LoanLaunch is a key component in our plans to expand

interactive customer relationships via broader, more digital product delivery and communications channels.”

Whatever the size or make-up of a financial institution’s loan portfolios, Fiserv provides solutions that allow lenders to react more quickly to changing markets and consumer expectations. Fiserv is the only company that offers a suite of products that support the full spectrum of lending: mortgage, home equity, consumer, business, direct auto, and indirect auto.

Additional Resources:

- LoanLaunch from Fiserv – <http://fisv.co/loanlaunch>

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leader in financial services technology and one of FORTUNE® magazine's World's Most Admired Companies. Fiserv enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

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